



Good News: The Tommy Hilfiger boutique reopens with style!

Stylish shoppers welcomed the reopening of the Tommy Hilfiger shop in the Royal Plaza Mall on Thursday evening, and were treated to a fashion show of their latest line of Caribbean fashion. The corporate executive staff of the Central, South America and Caribbean Tommy Hilfiger franchise considered it such an event, they flew in from Panama to share the experience with the shop's General Manager in Aruba, Niki Shetty.

Joseph Azrak, CEO and son Solly, a Director on the Board, plus President of Retail and Market, Henry B. Casetta joined their Aruban staff for the gala celebration, where fans of their classic but trendy fashions were already stocking up.

Henry Casetta mentioned that besides the usual line of men's and ladies' sportswear, and the children's collection, they also took this opportunity to introduce the new Tommy Denim line; a new brand being launched in the area, which has already seen great success in Europe and Asia. He describes it as a "more youthful, hip and trendy line; of great appeal for the ages to the seventeen to twenty-seven year olds. It has been especially sized and cut to this market, and works very well for the Latin based customer."

The fashions certainly looked exciting on the beautiful models that paraded through the store showing off the latest lines. "Essential classics being recharged with a twist" is a perfect description, with the influence of "flower power" very much in evidence.

The fall women's sportswear collection is described as being "all about vintage and romantic" fashion and the men's collection shows "a new fashion sensibility that expresses youthful vitality."

The Tommy Hilfiger collection at the beautifully renovated shop has a special Caribbean charm and style that is not found at Tommy Hilfiger shops in the states. Sportswear for all the family that "perfectly captures the American way of life" but with the color and spirit of the islands will be found there, and shoppers were lining up at the registers after their first glance at these fresh new fashions!